350/86
350/507
359/368
1934
U. S. PATENT OFFICE
JUL 11 1934
DIVISION VII

putting the profits in

MICROSCOPY

Announcing

NEW BAUSCH & LOMB PRODUCTS
FOR AMERICA'S FASTEST GROWING HOBBY

Bausch & Lomb Optical Co.
Rochester, N. Y., U. S. A.

New York Chicago San Francisco
Los Angeles London Frankfurt a/M.

CABLE ADDRESS
FAOSCHWARZ, NEWYORK

TELEPHONE
PLAZA 3-1010

F. A. O. SCHWARZ
ESTABLISHED 1862
TOYS
745 FIFTH AVENUE CORNER 58TH STREET
NEW YORK

April 18, 1934

The Bausch & Lomb Optical Co.,
100 East 42nd Street
New York, N. Y.

Gentlemen:

During recent years we have enjoyed a consistent growth in the sale of your Gem Microscope, and Gem Science Sets with an increase in 1933 considerably above the store increase. While your products are higher priced than others we carry, our customers readily appreciate the many advantages of your sets and invariably buy with complete satisfaction in their use. Returns for any reason are practically unknown to us.

Unfortunately we have had to buy a few imported microscopes in order to illustrate specifically to our customers the many advantages of your sets. We hope to control the unfair comparisons in this way, but much should be done outside our store to properly direct the public away from other products which are so inferior that in many cases they are useless.

Properly directed the public should continue to buy microscopes on an increasing scale for some time to come.

Very truly yours,

F. A. O. SCHWARZ

Per H. Schurf

POPULAR SCIENCE
JUNE
15 CENTS
MONTHLY
NOW 15¢
popular HOME CRAFT
35¢
Roosevelt: WHY THE NEW NAVAL PROGRAM IS NECESSARY
SCIENTIFIC AMERICAN
APRIL, 1934
Original MONEY-MAKING PLANS
EVERYDAY Science and Mechanics
The HYPNOTONE PUTS YOU TO SLEEP
THE MODEL CRAFTSMAN
25¢
NEW COLOR PICTURES THIS ISSUE
POPULAR MECHANICS MAGAZINE
MODERN MECHANIX AND INVENTIONS
MAY
NOW 15¢
Daring Rocket Me To Invade Stratosphere
Practical Microscopy

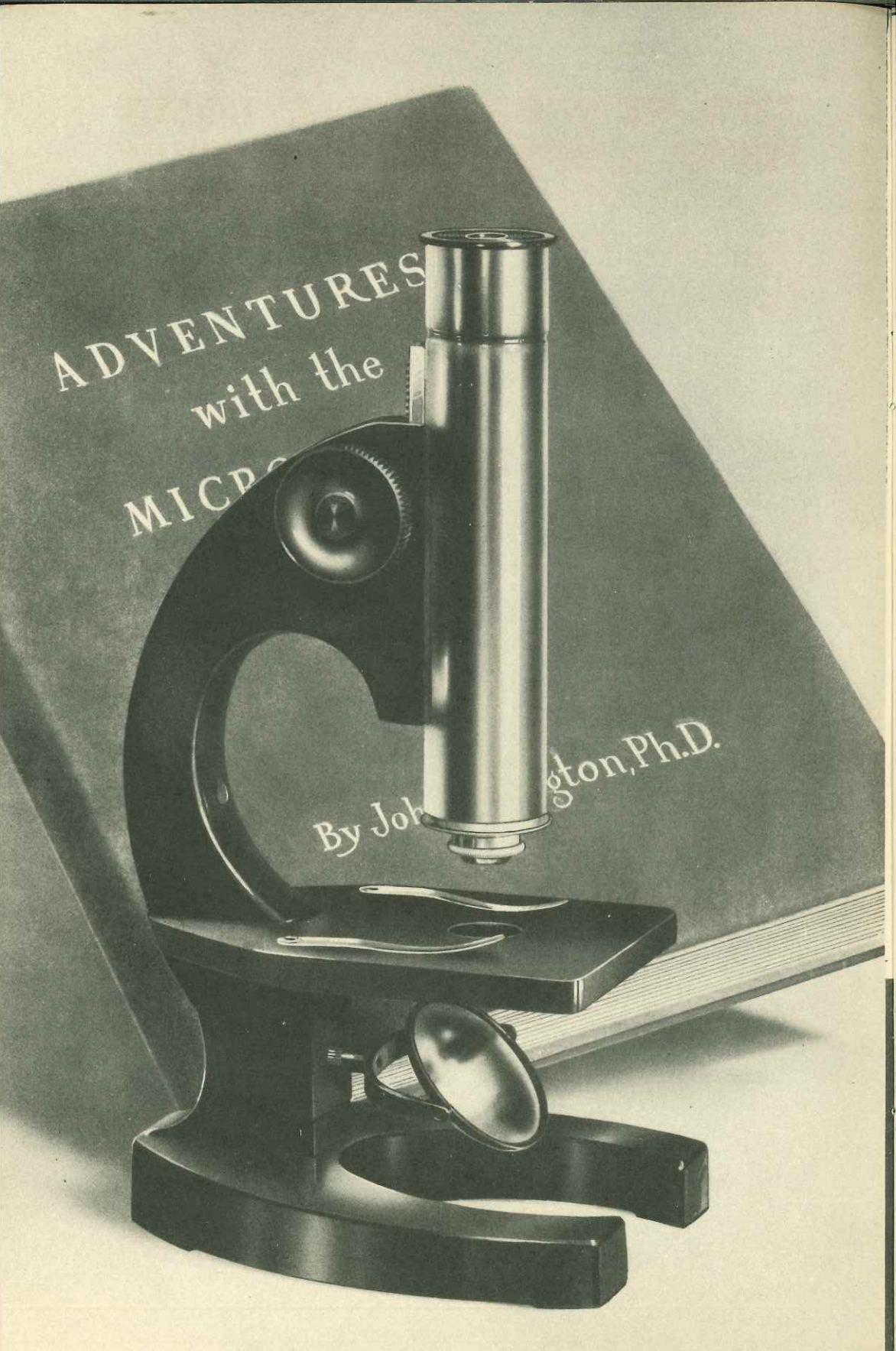
"ANYONE WHO WAS NOT ON THE INSIDE . . . WOULD HAVE DIFFICULTY IN BELIEVING THE EXTENT TO WHICH INTEREST IN AMATEUR MICROSCOPY HAS GROWN AND IS GROWING." R. B.

We quote Ray Brown, editor-in-chief of "Popular Science Monthly." Mr. Brown made a survey and found that the microscope department is "the most popular regular department in the magazine." Popular Science has a huge circulation, goes to all classes of people; mainly adults, of course. Anybody and everybody is taking up this fascinating hobby!

Popular Science is not the only magazine that has discovered the tremendous interest in microscopy. Six other magazines have regular departments on the subject and there is a new periodical devoted entirely to it! "Scientific American," "Modern Mechanix," "Popular Homecraft," "Everyday Science and Mechanics," "Model Craftsmen" and "Practical Microscopy." Besides these there are innumerable other occasional articles.

Hundreds, perhaps thousands, of people in your community read these magazines—are becoming interested in microscopes. They will buy. The question is—will you pocket a share of the profits?

Easy! It's all in the two words—"Bausch & Lomb!" Bausch & Lomb makes the most complete line, B & L has the most powerful and extensive advertising program, B & L backs the dealer, B & L gives window displays and literature, B & L is the unquestioned leader in this market. For instance, see the next page.


ADVENTURES
with the
MICR
By Joh gton, Ph.D.

THE NEW BAUSCH & LOMB MICROSCOPE for the AMATEUR

with which you give a $7.50 440 page book FREE

Amateurs have demanded a better microscope, a closer approach to the standard laboratory instrument. They said in the hundreds of letters we receive from them daily that they were quite ready to pay a higher price, but give them something *good*. Here it is! The new Model R!

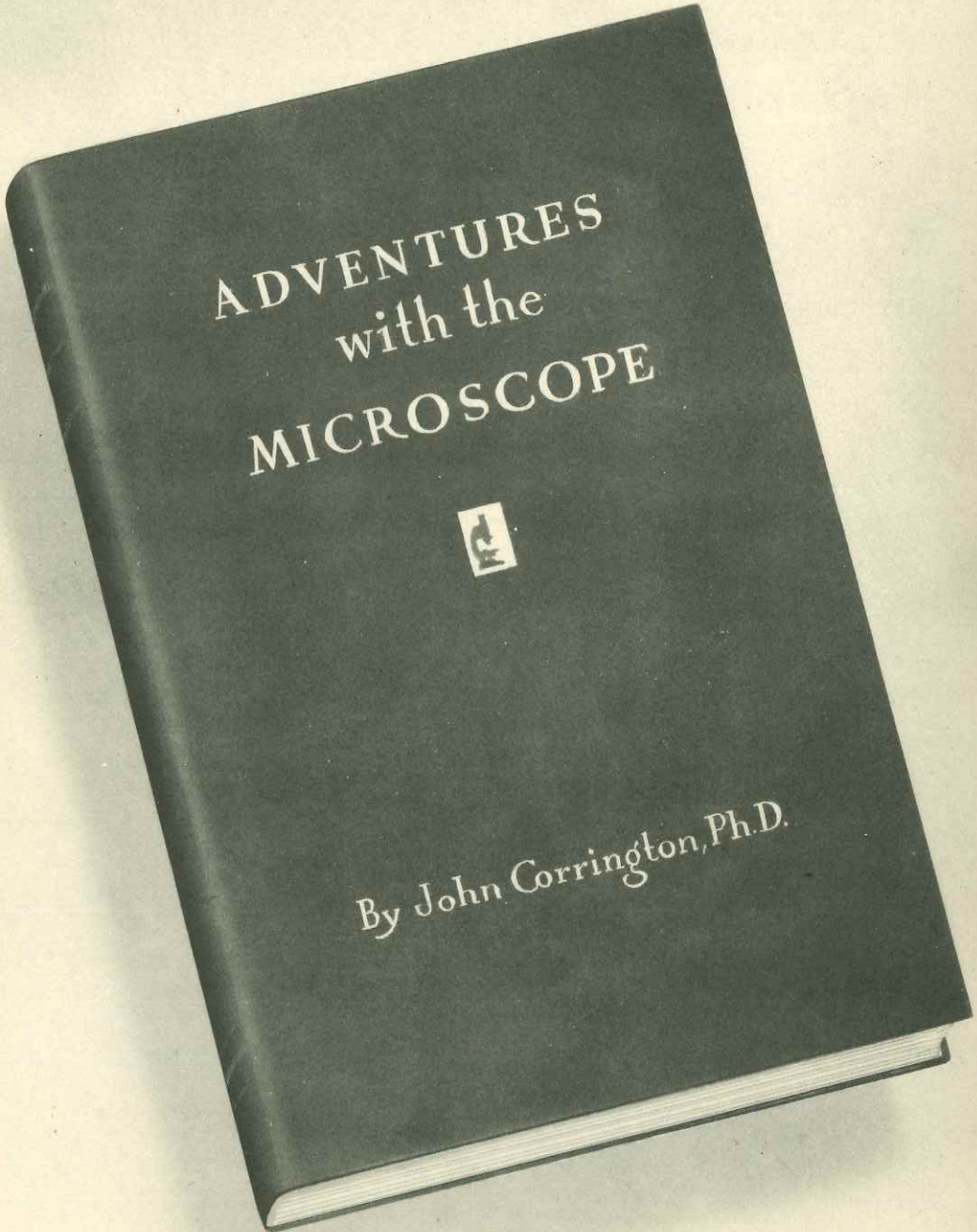
Better? Better than any amateur ever expected! High-priced? Not anywhere near what they were willing to pay! Good? It's got *everything!*

The bakelite stand is patterned after our G research microscope. The optics (75X to 300X) are newly designed to give an extremely high resolving power—that all important quality. Two objectives, one built in. Draw Tube with magnifying powers engraved on it. Concave mirror that can be placed above stage, also for illuminating opaque specimens. There's a lead weight screwed in the horseshoe base to hold the microscope very steady. Rack and pinion focusing similar to our big 'scopes. A precision instrument. Everything—more than everything, in fact! The microscope comes in a solid walnut carrying case that is really a beautiful piece of work. There is a built-in slide holder in the case which comes filled with one specimen and 7 plain-slides.

AND "*Adventures with the Microscope*" FREE. See next page!

$21.00

with $7.50 Book FREE


ADVENTURES
with the
MICROSCOPE
By John Corrington, Ph.D.

"Adventures with the Microscope"

440 pages, 365 illustrations, $7.50 value, but you give it FREE with the new MODEL R!

The only complete, scientifically accurate book on amateur microscopy in the English language! And you give it away! Dr. J. D. Corrington, author of our famous "Microscope Experiments," wrote it. You know how those two booklets sold microscopes. Just think what this big, standard size book, bound in velour, gold stamped, and wrapped in cellophane will do!

CHAPTER TITLES

The Amateur and His Microscope

Concerning Microscopes

Operating a Microscope

The Accessories of Microscopy

Microcosmic Materials

Free-Living Protozoa

Simple Algae and Infusions

Opaque Methods

Warp and Woof

This Crumbling World

Bossing the Steel Industry

The Third Kingdom

The Microscope Goes to the Dogs

The World of the Double Tripod

Insect Technique

The Leopard Changes His Spots

Photomicrography

Making Drawings From the Microscope

Interviewing the Stay-at-Homes

The Indispensable Bacteria

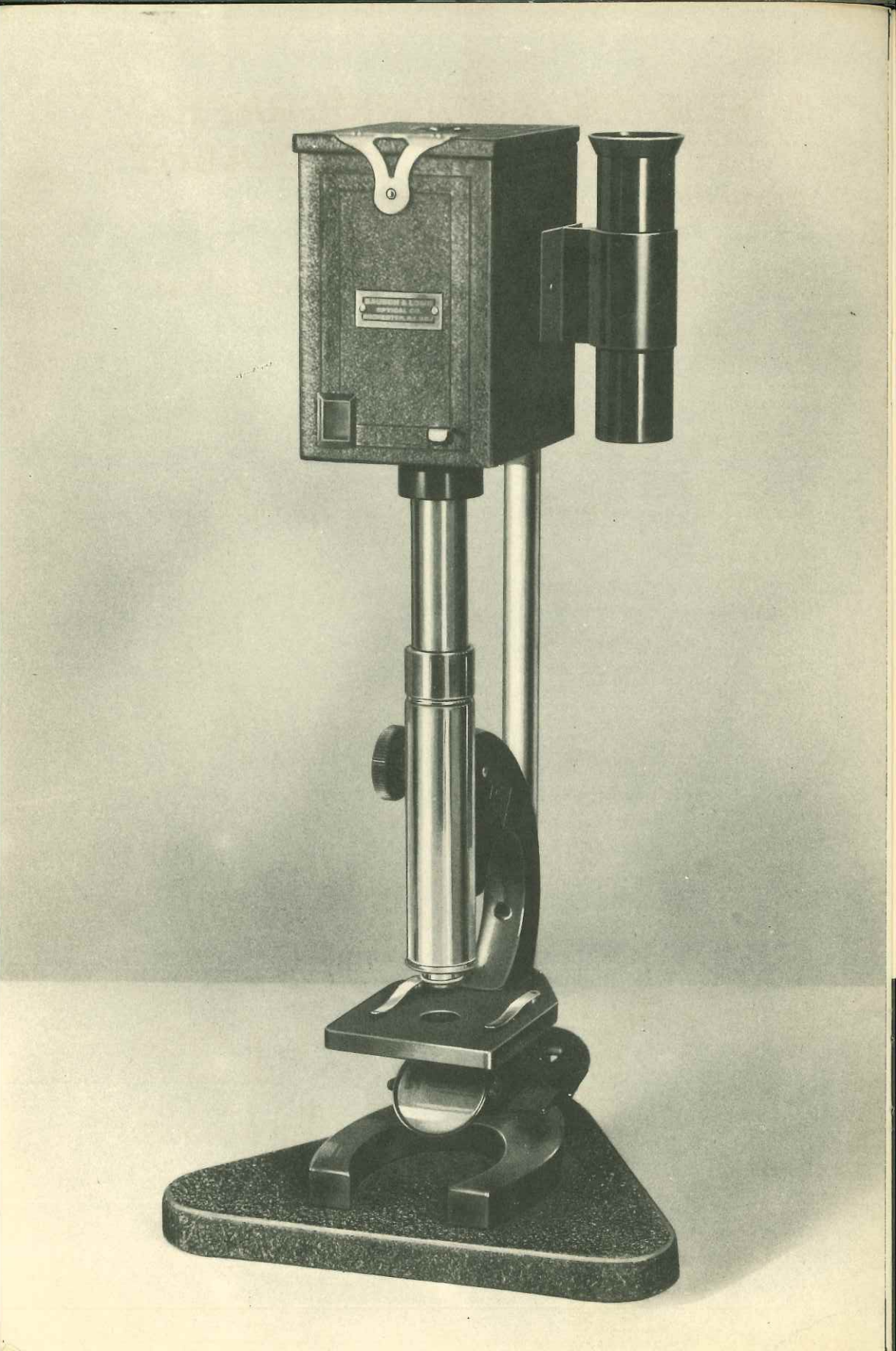
Intermediate Animals

Building Stones of the Human Body

Nature's Greatest Transformation

Unwelcome Guests

Sherlock Holmes Buys a Microscope



A NEW PHOTOMICROGRAPHIC OUTFIT MADE ESPECIALLY FOR THE AMATEUR . . . . .

"as easy as making a snapshot"

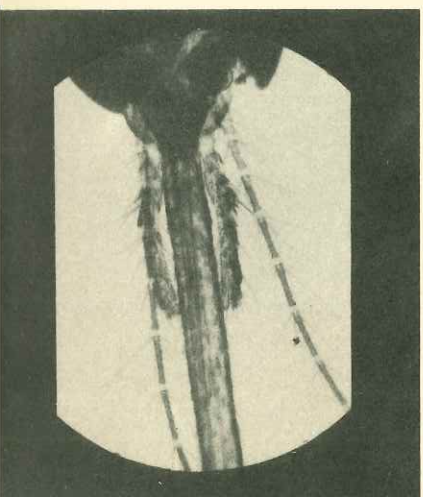
If you need any further proof that B & L amateur microscopy products will ring your cash register, here it is. The only amateur photomicrographic outfit in existence. Do they want it? We have orders from a number of amateurs who simply wrote in and said that if we ever produced a photomicro outfit for something less than $100.00 to send them one C.O.D. at once.

They have literally begged for such an outfit. The magazines are deluged with requests for articles on photomicrography. One of the big reasons for the success of "Microscope Experiments" is because they tell about photomicrography. There isn't an amateur in the country who won't want one. *Sell it to him.*

The design is a copy of our $100.00 professional model. The camera is a regular Eastman Brownie using standard 127 roll film or cut film. A focusing tube is attached to the camera. Any good amateur or professional microscopes can be used with it. It's simply a matter of clamping the camera to the base, adjusting an ordinary desk lamp for illumination, focusing through the tube, swinging the camera into position, and snapping the picture.

There is a complete book on photomicrography for the amateur which you give FREE. List price of book 75c. List price of outfit, only

$12.00 without MICROSCOPE



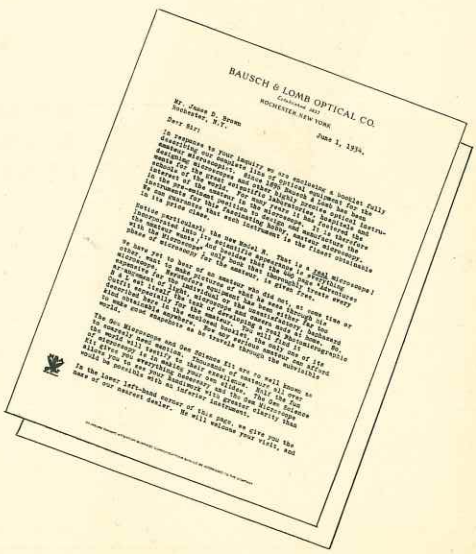
An actual photomicrograph made with the model R and the new photomicrographic outfit . . . . . .

MOSQUITO HEAD

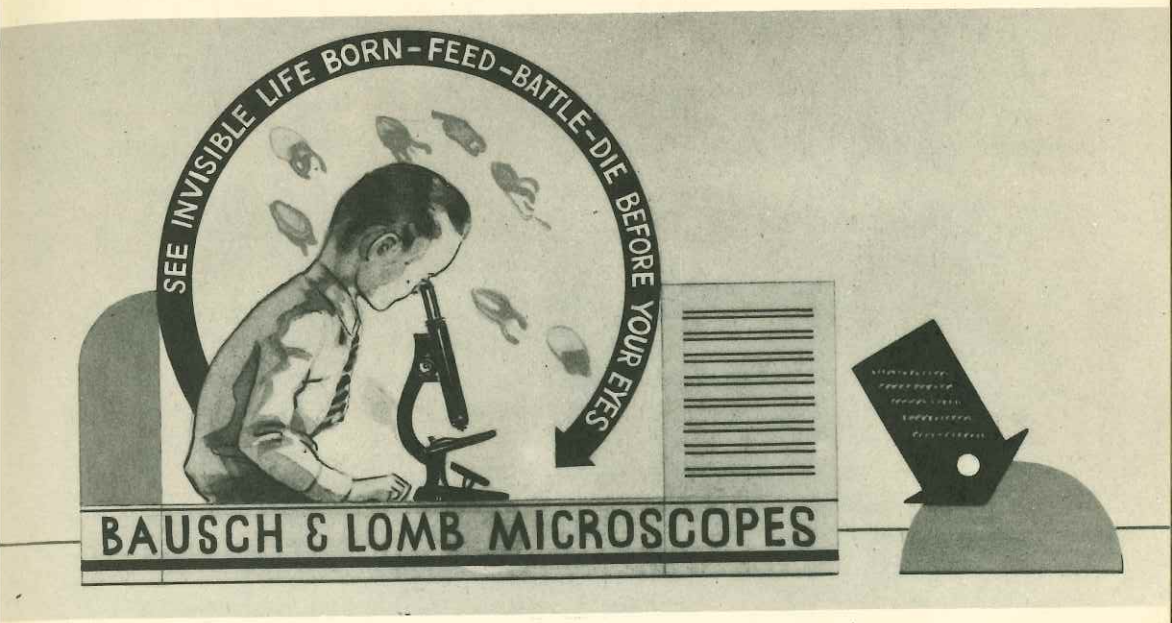
TO HELP

10,431,000 READERS OF THESE MAGAZINES WILL SEE B & L ADS

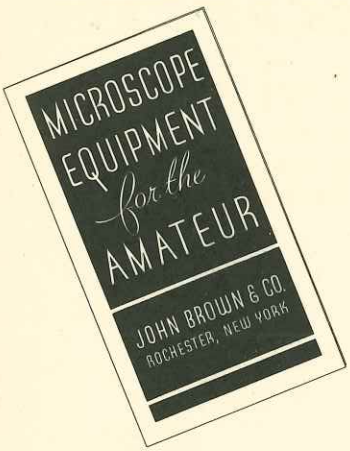
To send the customers into your store Bausch & Lomb is putting on the most intensive advertising campaign in the field. Every magazine that carries articles on amateur microscopy also carries Bausch & Lomb advertising. There are also several other magazines going to logical prospects which carry our ads—your ads: "American Boy," "Boy's Life," "Home Laboratory Journal," and "Nature Magazine." At the bottom of every ad is—"At your dealer's." All inquiries from these ads (hundreds each week) are answered with the name of the nearest dealer or dealers referred to in each individual case. Dealer co-operation!


BAUSCH & LOMB OPTICAL CO.
ROCHESTER, NEW YORK
June 1, 1934.

YOUR SALES!



WINDOW OR COUNTER DISPLAY



CATALOG FOR AMATEURS

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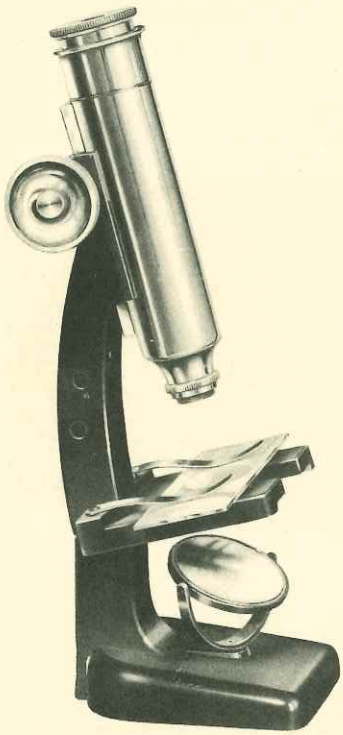
FITS STANDARD SIZE ENVELOPE

WE'LL MIMEOGRAPH AND ADDRESS LETTERS TO YOUR CUSTOMERS FOR YOU!

Boy Scouts, Girl Scouts, High School students, nature clubs, charge account customers are splendid prospects. Let them know you carry amateur microscopy equipment. They'll want it for themselves or as gifts. Send us your letterheads and we'll mimeograph a sales letter or series of letters to them without charge.

THE GEM MICROSCOPE
Still a FAVORITE

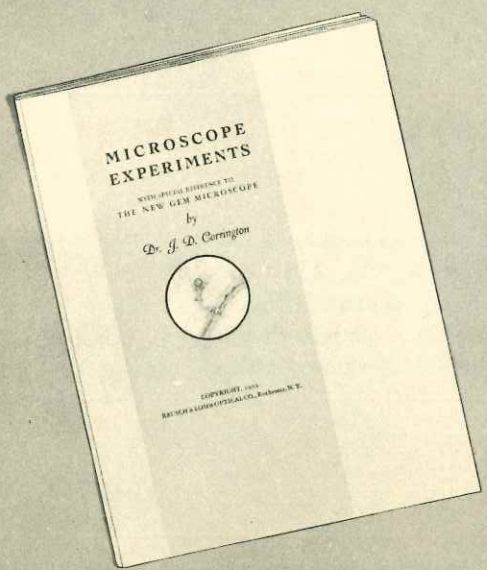


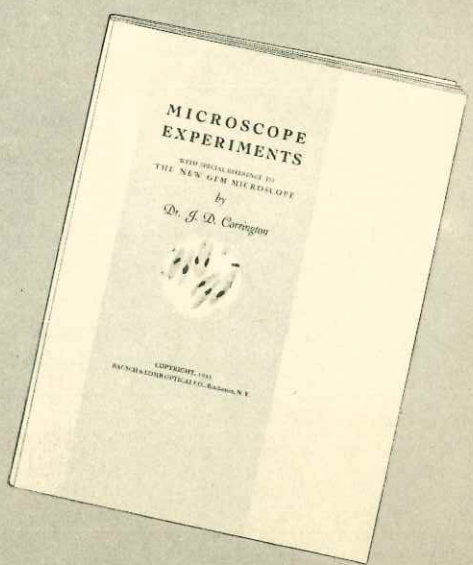
$14.50

The lower price will still sell the famous New Gem by the thousands. Don't forget that this popular instrument is still superior to them all, except our Model R.

A tremendous acceptance has been built up for the New Gem by thousands of dollars of advertising and countless pages of magazine publicity. Without a doubt you will sell more Gem Microscopes this year than ever before.

Prices remain the same: $14.50 for the Microscope (75× to 172×); Book I, "Microscope Experiments," free. The extra objective which raises the power to 300× lists at $2.50, with Book II, "Microscope Experiments," free. Three objectives raise the power to 375×.



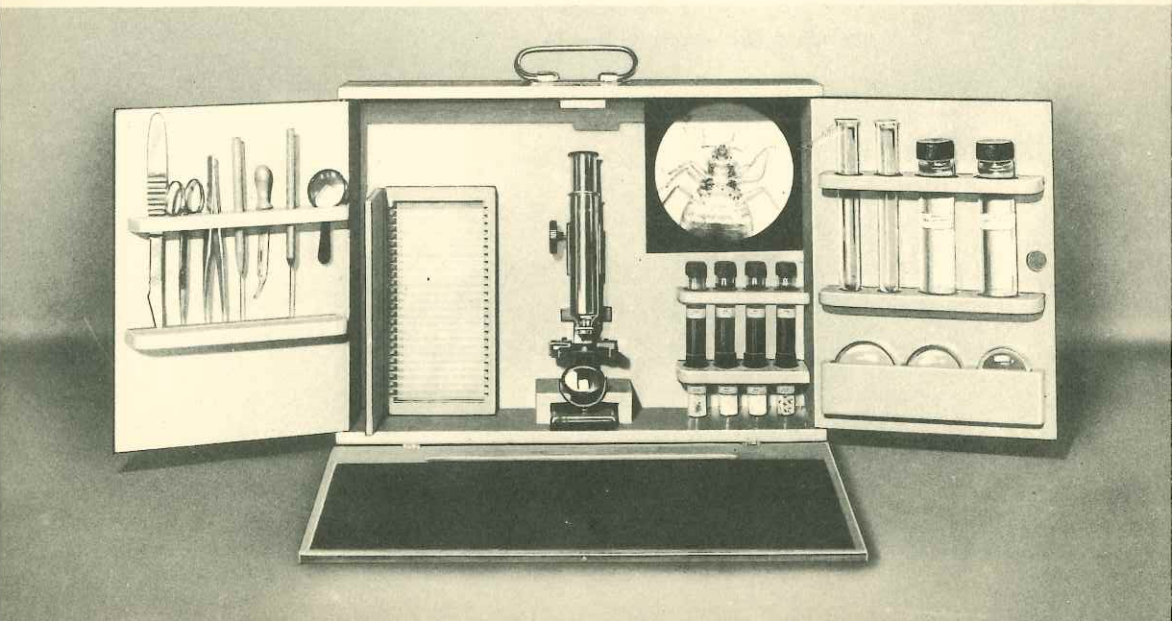


THE REDESIGNED GEM SCIENCE KIT IS VERY POPULAR

$9.50

The New Gem Science Kit has been received with tremendous popularity! Housed in its unique, solid walnut cabinet are all the essentials for mounting common microscopic objects. All the amateur has to do is open up his Kit and go to work, there is everything he needs right there—49 pieces. Directions for mounting and staining come with each Kit.

This Kit will be a regular gold mine this year! All those people who have purchased microscopes during the past three years now want to make slides. The magazine articles have shown them that they are missing half the fun unless they do. But slide-making materials are not easy to obtain—and so they welcome the New Gem Science Kit.



There's Money in Hobbies

There is no end to the profit possibilities in a hobby. Your true hobbyist would spend his last dime, if necessary, to carry on. He always buys the best he can afford, and eventually collects every piece of equipment connected with his loved avocation. The appearance of a new item is the signal for every hobbyist to rush to his dealer to see it and purchase it, if possible.

The dealer who has the newest and highest quality products is looked upon by the hobbyist as a true friend. As a friend he receives his loyalty and constant praise among every acquaintance who will listen—and his money.

Amateur microscopy is America's fastest growing hobby. It is new enough to offer *you* a wonderful opportunity. It is old enough to have become a definitely established market. Get some of these profits by selling Bausch & Lomb products—*they* are what the amateur wants.

PRINTED IN U.S.A.